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**BERMUDA DEPARTMENT OF TOURISM LAUNCHES TRIP GIVEAWAY CONTEST TO
PROMOTE NEW MOBILE APPLICATION**

~Prize Trips Encourage Travelers to Download Free Travel & Vacation Guide App~

NEW YORK, August 3, 2011 – To celebrate the launch of its first-ever free mobile application, The Bermuda Department of Tourism is giving away three four-night, five-day retreats for two to paradise this month via **The Bermuda Travel & Vacation Guide Trip Giveaway** contest. Vacationers looking to get away can visit www.GoToBermuda.com/freetrip to enter through August 31.

The contest, launched in partnership with three distinguished Bermuda hotels and JetBlue Airways, also invites travelers to download and experience the Department of Tourism's new free mobile application in order to start planning a trip. The **Bermuda Travel & Vacation Guide** allows vacation planners to access Bermuda's most popular activities, sightseeing locations, golf courses, beaches, hotels, shops, restaurants and more. It features an interactive map, enabling users to easily search, browse and find Bermuda's top destinations. Users can then share their favorite hot spots and the app itself with others via Facebook, Twitter and email. The Bermuda Travel & Vacation Guide is now available to download for free from the iTunes App Store: <http://itunes.apple.com/us/app/bermuda-travel-vacation-guide/id439690448?mt=8&ls=1>.

"Travelers often rely on their mobile devices to quickly access information about the places they are visiting," said the Hon. Patrice Minors, Minister of Business Development and Tourism. "Our new Bermuda Travel & Vacation Guide app helps people discover what the island has to offer and then share these experiences with others in their social networks. We are excited about the launch of this new contest, as it gives our fans yet another excuse to download the app and plan a vacation to paradise now."

-more-

Winners will be selected and announced just after Labor Day, with the prize trips including stays at **Elbow Beach, Bermuda; Fairmont Hamilton Princess** and **Fairmont Southampton**. In order to complete the trip, JetBlue Airways has also agreed to contribute round-trip flights for each of the three winning pairs.

For more information or to make a reservation in Bermuda, please call 1 (800) BERMUDA or visit www.GotoBermuda.com.

Bermuda stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including world-class spas, more wreck dives than anywhere else in the world, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. Bermuda is home to the PGA Grand Slam of Golf, played in October.

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For client press releases and downloadable photography, media may access www.louhammond.com. Media can also visit <http://www.facebook.com/louhammondpr> or follow on Twitter @LouHammondPR for the latest client news.



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**BERMUDA DEPARTMENT OF TOURISM AND AIRTRAN AIRWAYS TEAM UP WITH
BALTIMORE'S NATIONAL AQUARIUM TO LAUNCH
GET GOING TO BERMUDA CAMPAIGN
~Four Lucky Winners to Win a Trip to the Jewel of the Atlantic~**

NEW YORK, August 5, 2011 – The Bermuda Department of Tourism (BDOT) and Baltimore's National Aquarium are teaming up to promote AirTran Airways' new nonstop service from Baltimore Washington International Airport to Bermuda this season. During the August through September campaign, the Department of Tourism will promote the beautiful pink sand beaches and extraordinary underwater world of Bermuda to Aquarium visitors and online communities through the Get Going to Bermuda Sweepstakes that will send one lucky group of four on a trip to Bermuda.

"We are so happy to be working with the National Aquarium to promote AirTran's new nonstop route," said Billy Griffith, Bermuda's Director of Tourism. "Our island has many fans in the Baltimore area and all along the east coast. We want to encourage North Americans to take advantage of these convenient flights and understand their perfect getaway is less than three-and-a-half hours away."

The Get Going to Bermuda Sweepstakes raffle opened August 4, 2011. Participants can register daily through the National Aquarium's official Facebook page before the entry period closes on September 30, 2011 at 5:00 p.m. EST.

Throughout the promotion, the Department of Tourism will be promoting Bermuda at the National Aquarium through videos that will run in the Dolphin Amphitheater and on digital messaging boards throughout the Aquarium. Sweepstakes information and entry forms will be available at the main ticket box office and also online via www.facebook.com/nationalaquarium and www.gotobermuda.com.

"Every day visitors to the National Aquarium get a glimpse into the beauty of Bermuda's underwater world by getting up close to dozens of tropical fish that live in our recreated coral habitats," commented Andy Dehart, the National Aquarium's Curator of Fishes and

Invertebrates. "We are excited for the opportunity we now have this summer to help showcase Bermuda as a family-friendly getaway destination that is full of beautiful natural habitats to explore."

For more information on the effort, visit the National Aquarium's Facebook page www.facebook.com/nationalaquarium or Bermuda's official website (www.gotobermuda.com).

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Tucker's Point Hotel & Spa Celebrates its First Anniversary

Tucker's Point Hotel & Spa is celebrating its first anniversary with several new features. As the hotel enters its second year, it is partnering the acclaimed Tucker's Point Golf Club with its venerable neighbor, Mid Ocean Club, affording hotel guests the chance to play on the latter's historic course three times a week. Also, families will feel more at home with an expanded line-up of kids' activities and new villa accommodations—perfect for multi-generational travellers. The resort features 200 rolling oceanfront acres, a championship 18-hole golf course and the longest private beach on island. Tucker's Point Hotel & Spa has hosted influential guests including Queen Elizabeth II. www.tuckerspointhotelandspa.com

The Fairmont Hamilton Princess Debuts Newly Reinvented Bermudiana House

The Fairmont Hamilton Princess has introduced Bermudiana House, formerly known as the Bay Wing, featuring 113 newly designed guestrooms with the feel of a luxury home including classic designs evocative of the hotel's Victorian heritage. Marble entryways, flat screen televisions and rain-style showerheads are some of the features throughout Bermudiana House. www.fairmont.com/hamilton

The Fairmont Southampton Redesigns Guestroom, Renovates Whaler Inn and Enhances Meetings facility

The Fairmont Southampton has completed a renovation program in its guestrooms and public spaces. The guestroom renovation includes a redesign of each of its spacious bathrooms, including marble tile, vanity, fixtures and lighting. In addition, most guestrooms will feature new bedding, wall coverings and draperies. Every room in the hotel features a balcony. Flat screen televisions have also been added to the guestrooms. The hotel has additionally renovated the former Whaler Inn restaurant, transforming it into the new Ocean Club. Overlooking the hotel's private beach, the newly renovated restaurant features new décor and a new menu.

The Fairmont Southampton also enhanced its meetings facility with new draperies in The Mid Ocean Amphitheatre, renovations to the lower lobby and the purchase of more than 1,000 new banquet chairs. www.fairmont.com/southampton

Grotto Bay Beach Resort Opens Spa Cave and Waterpark

Grotto Bay Beach resort opened The Spa in Prospero's Cave this summer. An ode to nature, the spa allows guests to personalize their spa treatments, which are performed amongst Stalactites and Stalagmites hanging from the cave's ceiling and overlooking a crystal clear ocean-fed lake. Reputed to have been discovered by Sir. George Somers in 1609-1610, Prospero's Cave is named after the lead character in Shakespeare's The Tempest-- commonly thought to have been based on Sir. George Somers's shipwreck in Bermuda in 1609.

Additionally, Grotto Bay Beach Resort has a new waterpark, featuring waterslides, super soaker slingshots and a water trampoline. Grotto Bay Beach's waterpark components will be located in the ocean off of the resort's beach. The waterpark will add to the resort's current list of amenities, including four tennis courts, a swimming pool, Jacuzzi, exercise room, children's playground, dive shop and water sports shop. www.grottobay.com

9 Beaches to re-open in 2011

The owners of 9 Beaches have announced the resort will reopen in May 2011 after a complete upgrade to its over-water bungalows, dockside restaurant and lounge. 9 Beaches has 61 chic cabana style units across 18 private waterfront acres on the western-most tip of Bermuda. www.9beaches.com

Park Hyatt Bermuda

Bermuda will soon welcome the luxury brand group Park Hyatt to its turquoise shores with the commitment to be part of an equity investment group in a new \$300 million total project cost resort development. The Bermuda Department of Tourism has been working to bring the multi-million dollar project to fruition since 2007. Previously, Park Hyatt had agreed to manage the project, which is located on the former Club Med site in the historic town of St. George's, Bermuda (a UNESCO World Heritage Site). The new Park Hyatt Bermuda will include a 100-room hotel as well as 71 hotel condominiums, 39 villa residences and 12 single family homes. Also on the 125-acre site will be an 18-hole Nick Faldo-designed golf course, an 18,000 square-foot spa and fitness center and two tennis courts. Guest will be able to dine at two full-service restaurants, two cafés and a Beach Club. Additionally, the project will provide housing for 160 employees and include an on-site wastewater treatment plant and reverse osmosis water purification facility.

Bermuda, just under two hours from the Northeastern U.S., stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

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TOP TEN TIPS ON DOING BUSINESS IN BERMUDA

NEW YORK – Each year, Bermuda welcomes a vast number of visitors to the island as part of a convention, meeting or incentive group. In fact, Bermuda was recently awarded the *Successful Meeting 2010 Pinnacle Award* for the 17th consecutive year. The destination, known for its charm and beauty, offers a broad range of accommodations to suit any group's needs – from business-class hotels to elegant cottage colonies. When not in the boardroom or breakout session, attendees can be entertained with the island's variety of activities, ranging from cultural and enrichment offerings to adventure and sporting opportunities.

Listed below are 10 additional ways that meeting planners and attendees "feel the love" in Bermuda:

- **GREAT VALUE** – Meetings on Bermuda are U.S. tax-deductible. The island does not have a sales tax and food and beverage expenditures are not taxed for group functions. Bermuda is currently offering a \$200 Group Credit for any new group booking 15 rooms or more for a minimum 3-night stay, single or double occupancy. Available for booking through December 31, 2010 for travel November 1, 2011 – March 31, 2010 and November 1, 2012 – March 31, 2013.
- **FAST ACCESS** – Bermuda is located under two-hours by air from the East Coast of the U.S.; three hours from Miami and 2½ hours from Toronto; therefore, it is possible to travel to Bermuda in the morning or afternoon and hold the first meeting or function that same day.
- **BUSINESS IS BERMUDA'S BUSINESS** – More than 75 percent of the Fortune 500 companies have set up businesses here, making Bermuda a world-renowned international business center. This means that the island has the infrastructure and technology for conducting all forms of business.
- **MOVING GROUPS WITH EASE** – Due to a strong environmental commitment, there are no motor coaches in Bermuda. However, there are hundreds of licensed cabs that move groups around the island seamlessly.
- **DOLLAR FOR DOLLAR** – The Bermuda dollar (BD\$) is divided into 100 cents and is pegged, through gold, to the U.S. dollar. For added convenience, the U.S. dollar is accepted by all merchants.
- **OUTSTANDING GOLF OUTINGS** – Bermuda offers more golf courses per square mile than anywhere else in the world. The island features eight golf courses total, with seven of championship caliber. It is also host to the PGA Grand Slam of Golf as well as diverse professional and amateur tournaments. For attendees who love to play or attend golf events, Bermuda is the place to truly enjoy one of sports' greatest games.
- **MILD YEAR ROUND TEMPS** – Bermuda has a year-round mild semitropical climate with temperatures ranging from 68 to 84 degrees. It is never too hot or too cold.

- **COMMON CURRENT** – The electrical current in Bermuda is the same voltage as the U.S. and Canada. Therefore, cell phone and laptop chargers as well as personal hair dryers, razors and curling irons work perfectly.
- **DUTY FREE CONVENTION GOODS** – Goods used in connection with the holding of a convention or conference may be imported into Bermuda duty free provided that those convention goods are re-exported at the conclusion of the event. All requests for Customs clearance must begin with a letter addressed to the Bermuda Department of Tourism which contains: (a) name of convention (b) official dates of convention (c) host hotel (d) list of items being imported with commercial value (e) statement that the items being imported are for presentation and will be leaving with participants (f) shipping information.
- **HOME SWEET HOME** – For return trip, U.S. Customs are cleared in Bermuda allowing travelers fast access to baggage claim.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. For more information, please visit www.bermudatourism.com or call your local travel specialist.

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13th ANNUAL BERMUDA INTERNATIONAL FILM FESTIVAL
DRAWS WORLD RENOWNED FILMMAKERS

NEW YORK, New York, March 9, 2010 – The 13th Annual Bermuda International Film Festival (www.bermudafilmfest.com) will premiere March 19-25, 2010, featuring award-winning films and emerging new talent. Recognized by the Academy of Motion Picture Arts and Sciences as a Qualifying Festival for the Short Film Academy Award, the Bermuda International Film Festival (BIFF) draws filmmakers from around the world, including Cannes, Turkey and throughout Africa.

A shining star on the Bermuda arts and events calendar and celebrated globally on the world film festival circuit, the BIFF screens roughly 30 short films, seven documentary features and seven narrative features for the competition.

The seven-day festival begins with an official "Kick-Off Party" and follows with nightly gatherings throughout the week, allowing guests to enjoy one-on-one interactions with filmmakers and industry VIPs. In-depth panel discussions are held for visiting and aspiring film producers, providing a unique opportunity to gain knowledge on the art and business of film. Additionally, the BIFF presents a children's section with high-quality cinema favorites for children ages 6 and older.

Film screenings will take place at Bermuda's Liberty Theatres located at 49 Union Plaza, Hamilton; Specialty Cinema & Grill at 12 Church Street, Hamilton; and Southside Cinema on Southside Road in St. David's Island. Standard film tickets are \$13 per person; \$8 for weekday matinees; and \$25 for opening and closing night films. Tickets go on sale March 10, 2010 and can be purchased at www.bdatix.bm.

For accommodations, BIFF guests can take advantage of special rates at the festival's two host hotels. The Fairmont Hamilton Princess offers rates beginning at \$199 per night, and Elbow Beach Resort Hotel offers rates starting \$295 per night.

For more information, including the film schedule, visit www.biff.bm. For Bermuda travel information, visit www.bermudatourism.com.

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BERMUDA TOURISM EXTENDS "COMPLIMENTS OF BERMUDA" DEAL, TRAVELERS TO RECEIVE FREE-NIGHT STAYS THROUGH JUNE *Destination-Wide Promotion Offers Guests Free Night at Participating Resorts*

NEW YORK, March 17, 2010 – Due to popular demand, The Bermuda Department of Tourism and its hotel partners have extended the "**Compliments of Bermuda**" promotion, inviting visitors to enjoy every third night free for hotel rooms booked in April. In addition, travelers to the island's pink sand beaches who book a three-night stay in May will receive the fourth night free, and guests booking a four-night stay in June will receive their fifth night free*.

The exclusive promotion is available at more than a dozen participating hotel properties, available for booking through May 30 for travel through June 30, 2011. Accommodations range from luxury resorts and boutique hotels to beach clubs and historic beach-front properties. Hotels for the **Compliments of Bermuda Promotion** include the following:

- Cambridge Beaches Resort and Spa
- Elbow Beach, Bermuda
- Fairmont Hamilton Princess
- Fairmont Southampton
- Granaway Guest House & Cottage
- Greenbank Cottages
- Grotto Bay Beach & Tennis Club
- Newstead Belmont Hills Golf Resort and Spa
- Rosedon
- Royal Palms Hotel
- Surf Side Beach Club Hotel**
- Tucker's Point Hotel and Spa
- The Wharf***
- Coco Reef ***

Please visit <http://www.gotobermuda.com/travel-deals/compliments-of-bermuda-offer/> for more information on booking a **Compliments of Bermuda** package, or call your local travel specialist.

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Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, more golf per square mile than anywhere else in the world, world-renowned deep sea fishing, world-class spas and smooth pink beaches.

*Offer is available for new bookings only and valid only at participating hotels: **Cambridge Beaches, Coco Reef Bermuda, Elbow Beach, Fairmont Hamilton Princess, Fairmont Southampton, Granaway Guest House & Cottage, Greenbank Cottages, Grotto Bay Beach & Tennis Club, Newstead Belmont Hills, Rosedon, Royal Palms Hotel, Surf Side Beach Club, The Wharf and Tucker's Point Hotel & Spa.** Promotion must be booked by May 30, 2011 and is valid for travel through June 30, 2011. Subject to availability. The free room night(s) includes the room rate only; customers will be charged for the gratuities and resorts fees on the free night(s). Tour Operators will be responsible for the total stay and the free night(s) will be deducted from the customer's invoice upon check out. Rates may vary according to date of departure, number of persons, room type, meal plan and is based on availability. Rates are subject to Government Tax, Gratuities, and Resort Fees and will be reflected in your final folio. Rates and taxes are subject to change without notice. Hotels reserve the right to close out this promotion at its discretion. Seasonal surcharges, blackout dates, and other restrictions may apply. Usual cancellation policies apply, based on individual hotel policies. This offer can be combined with other offers; however it is up to the individual hotel. This offer is not available for groups or weddings. Void where prohibited by law. Offer must be requested at time of booking.

**Blackout dates at Surf Side beach Club Hotel apply, including: April 10 – 19 & June 22 – 28, 2011

*** The Wharf and Coco Reef only offering 3rd Night free

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BERMUDA'S SIZZLING SUMMER SEASON STARTS WITH SAVINGS ***New Island-Wide Promotion Offers Guests Up to \$600 Resort Credit***

NEW YORK, March 26, 2010 – Bermuda is turning up the heat with its new **Sizzling Summer Promotion**, a destination-wide program offering up to \$600 in resort credit based on room nights booked. Guests receive a \$600 credit when booking a six night stay, \$500 credit when booking a five-night stay and \$400 credit when booking a four-night stay.

The Bermuda Department of Tourism teamed up with numerous lodging properties for this exclusive promotion, available for booking April 1 - 30 for travel May 1 - October 31, 2010. Accommodations range from luxury resorts and boutique hotels to beach clubs and historic beach-front properties. Participating hotels include: Cambridge Beaches, Coco Reef, Elbow Beach, Fairmont Hamilton Princess, Fairmont Southampton, Grape Bay Beach Hotel, Grotto Bay, Newstead Belmont Hills, 9 Beaches, Pompano, Reefs, Rosedon, Royal Palms, St. George's Club, Surf Side, Tucker's Point and Willowbank.

Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience.

Rates range from approximately \$250 - \$650 per night based on a four-night minimum stay, subject to availability. For more information or to book a Sizzling Summer package, please visit www.bermudatourism.com or call your local travel specialist.

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*Resort credit does not apply to incidental costs and unspent balance cannot be exchanged for cash value. Seasonal surcharges, blackout dates and other restrictions may apply. The offer must be requested at the time of booking the hotel. Rates are subject to taxes, gratuities and resort fees. Rates, based on single and double occupancy, are and may vary according to date of departure, number of persons, room type, and meal plans.

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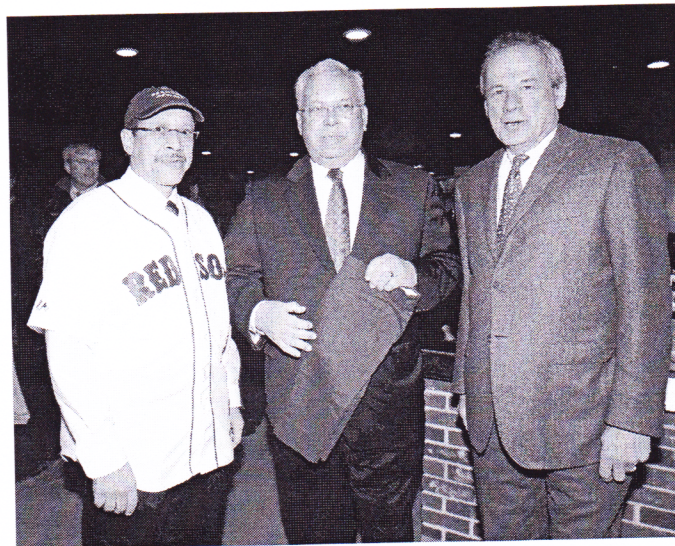
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BERMUDA BRINGS PINK BEACHES ONE STEP CLOSER TO BOSTON WITH RED SOX AND NEW ENGLAND SPORTS NETWORK PARTNERSHIP



Boston, MA, 29 March, 2010 – Boston Red Sox fans will get an added touch of Bermuda's famed pink sands this season as the team, along with New England Sports Network (NESN), announced an expanded partnership with the Bermuda Department of Tourism at a press conference held today at Fenway Park.

Partnership details for 2010 were announced by William Griffith, Director of Tourism for Bermuda; Larry Lucchino, President and CEO of the Boston Red Sox; as well as Sean McGrail, President of NESN. Boston's Mayor Thomas M. Menino also attended the announcement as part of his annual walk through of the fabled stadium.

"We are excited to expand our partnership with the Red Sox and NESN and once again bring a taste of Bermuda to the people of New England," stated Griffith. "The Red Sox are one of the premier franchises in all of sports and NESN is the model of success for regional sports programming. By partnering with these two outstanding organisations we have a great opportunity to reach a large audience in one of our most important regional markets."

As part of the expanded partnership for 2010, the Boston Red Sox will host two 'Bermuda Nights' at Fenway Park – the first on 17 June when they compete against the Arizona Diamondbacks, and the second 23 August against the Seattle Mariners. The Red Sox will celebrate the island at each 'Bermuda Night,' including having a Bermuda tourism representative throw out the ceremonial first pitch and a Bermudian artist sing the National Anthem. In addition, Bermuda has the opportunity to showcase cultural performers and provide branded messaging, both within the stadium and on NESN broadcasts, throughout the season.

"The Boston Red Sox are proud to renew our relationship with the Bermuda Department of Tourism," said Lucchino. "Their commitment to our franchise, to NESN, and to Red Sox Nation is steadfast and we look forward to showcasing Bermudian sites, culture, and charm at the ballpark during our two scheduled *Bermuda Nights* this season."

The relationship will play a significant role in the Department of Tourism's 2010 business and marketing strategy to maintain a strong presence in the New England market. Just a two-hour flight from Boston, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. For more information on Bermuda vacations, visit, www.bermudatourism.com.

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**** The photo credit should be provided to Brita Meng Outzen/Boston Red Sox.**

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ROBIN DANES IS APPOINTED DIRECTOR OF SALES CANADA FOR BERMUDA TOURISM

NEW YORK, April 1, 2010 – The Bermuda Department of Tourism (www.bermudatourism.com) has appointed Robin C. Danes to the position of Director of Sales for Canada. Danes, who serves as President of RC Danes and Associates Inc., will be providing sales support to the retail, wholesale and incentive trade in Canada. In her new role, Danes will serve to drive the sales effort to new niche markets within the entire Canadian region, with special focus on Toronto, where non-stop air service is available.

Danes, a resident of Oakville, Ont., is a 25-year veteran in the travel business, including retail, wholesale, hotel and destination representation.

"We are excited to have Robin on board to head up our sales efforts to the all-important Canadian market," stated William Griffith, Director of Tourism for Bermuda. "Given her extensive background in the travel and tourism industry, we are confident that she will serve as an outstanding representative for Bermuda in the Canadian region."

According to Danes, she is up for the challenge. "I am very much looking forward to this new position and am honored to be associated with such a fantastic destination," Danes stated. "Bermuda is perfectly positioned to serve this market due to its close proximity, thriving culture and endless activities, and I plan to introduce Bermuda's charm and pink sand beaches to new travelers and regions throughout Canada."

*** Headshot available upon request.**

About Bermuda

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. Accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. For more information, visit www.bermudatourism.com.

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SAY I DO IN PARADISE:
BERMUDA TOURISM PARTNERS WITH THE KNOT TO LAUNCH DESTINATION WEDDING
CONTEST

NEW YORK, April 21, 2010 – Couples heading for the altar will have an over-the-top opportunity to experience Bermuda's famed pink sands as the [Bermuda Department of Tourism](http://www.bermuda.gov.bm), and The Knot (www.theknot.com), the leading wedding resource, announce a co-branded partnership to launch the "Bermuda's Perfect 10" contest, a national [destination weddings](#) challenge.

Winning brides and grooms will receive their choice of one of ten themed six-day, five-night, dream wedding getaways, specifically tailored to Bermuda's signature offerings, with titles including Exotic Cave, Eco-Chic, Magical Sunset, Waves of Love, Moongate, Sunset and Pink Sand, Waterfront, Harbourfront, Nostalgic Bermuda and Linked For Life. Contest winners may also choose eight guests to accompany them to Bermuda's fabled sunny isles. Additionally, winners will have their choice to stay at one of ten participating resorts, and, in keeping with the theme, all 10 contest winning couples will say 'I do' in Bermuda on October 10, 2010, also known as 10/10/10. Participating resorts, who will be prominently featured in the promotion as they have offered accommodations, include 9 Beaches, Cambridge Beaches Resort & Spa, Coco Reef Resort, Elbow Beach Bermuda, The Fairmont Hamilton Princess, The Fairmont Southampton, Grotto Bay Beach & Tennis Club, Newstead Belmont Hills Golf Resort & Spa, The Reefs and Tucker's Point Hotel & Spa.

"We are very excited to expand our profile in the destination weddings market," said William Griffith, Director of Tourism for Bermuda. "Bermuda's partnership with The Knot, and our continued alliance with participating airline sponsor JetBlue Airways, will strengthen our positioning in not only the weddings and honeymoon market, but also as we compete globally as a leading tourism destination. By partnering with these two outstanding organizations, we have a great opportunity to reach a large audience in a variety of key markets. Jetblue Airways, in particular, has stepped up in a huge way to offer a free flight for the contestants"

Couples and their guests will travel to Bermuda via a private JetBlue Airways charter flight. As part of the partnership, Bermuda and The Knot will publish a multi-page print media advertorial in *The Knot* magazine, highlighting Bermuda's many wedding experiences; publicize the contest on the top two wedding planning websites TheKnot.com and WeddingChannel.com; and utilize social media outlets, including Facebook and Twitter to provide user generated content to showcase the Bermuda experience.

"According to The Knot Market Intelligence: 2009 Destination Weddings Survey, 40 percent of destination weddings take place outside of the United States," said Shri Lidharrie, global travel director at The Knot Inc. "The Knot is committed to expanding on strong partnership opportunities, and with Bermuda being such an appealing locale for destination-bound engaged couples, it was only natural for us to partner with the Bermuda Department of Tourism on the 'Bermuda's Perfect 10' contest."

The "Bermuda's Perfect 10" contest will play a significant role in the Bermuda Department of Tourism's 2010 business and marketing strategy to maintain a strong presence in the destination weddings and honeymoon market. Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. For more information on Bermuda vacations, visit www.bermudatourism.com.

Get up-to-date information from Bermuda on Twitter @GoToBermuda. Media can also visit www.louhammond.com for latest press releases and images. Follow on Twitter at LouHammondPR or find us on Facebook.

About The Knot Inc.

The Knot is the nation's leading wedding resource, reaching over a million engaged couples each year through the #1 wedding website, TheKnot.com, The Knot national and local wedding magazines, The Knot books (published by Random House and Chronicle) and television programming bearing The Knot name. The Knot is the flagship brand of The Knot Inc. (NASDAQ: KNOT), a leading lifestage media company targeting couples planning their weddings and future lives together.

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PASSPORT NOW REQUIRED FOR CANADIANS TRAVELLING TO BERMUDA

NEW YORK, May 3, 2010 – Effective May 1, 2010, Bermuda's Department of Immigration is requiring Canadian citizens to present a passport when entering Bermuda. Historically, Canadians were the only nationals permitted to enter Bermuda by presenting a long-form birth certificate with valid photo identification as proof of their citizenship in lieu of a valid passport. However, in order to standardize the process, the Bermuda Department of Immigration is requiring all Canadian air travellers to present a valid passport.

"Canada is an ever-important tourism market for Bermuda, and we don't anticipate this change to cause a noticeable impact on Canadians traveling to the destination," said William Griffith, Director of Tourism for Bermuda. "Reports indicate nearly 100 percent of all Canadians that visited Bermuda over the past year have entered using a valid passport and with WestJet's new daily non-stop service from Toronto Pearson International Airport providing additional options to visit, we feel confident that Bermuda will continue to be a popular destination for Canadians."

For more information on travel to Bermuda, visit www.bermudatourism.com.

About Bermuda

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. Accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. For more information, visit www.bermudatourism.com.

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**BERMUDA'S PERFECT 10:
BERMUDA LAUNCHES CONTEST GIVEAWAY FOR 10 COUPLES TO WIN 10 DESTINATION
WEDDINGS ON 10/10/10 IN PARTNERSHIP WITH THE KNOT AND JETBLUE AIRWAYS**

NEW YORK, May 12, 2010 – Engaged couples hoping for a destination style wedding have an over-the-top opportunity to experience Bermuda's famed pink sands as part of "Bermuda's Perfect 10" contest, a national destination weddings challenge. The contest is sponsored by the Bermuda Department of Tourism and The Knot (www.theknot.com), the leading wedding resource, with partners including JetBlue Airways, which will provide a private charter flight for the winning couples to the island.

Grand prize winning brides and grooms will receive their choice of one of ten themed six-day, five-night, dream wedding getaways, specifically tailored to Bermuda's signature offerings, with titles including Exotic Cave, Eco-Chic, Magical Sunset, Waves of Love, Moongate, Sunset and Pink Sand, Waterfront, Harbourfront, Nostalgic Bermuda and Linked Life. Winners may also choose eight guests to accompany them to Bermuda's fabled sunny isles and stay at one of ten participating resorts. Value carrier JetBlue Airways, will operate a complimentary, roundtrip charter flight to Bermuda for the winning couples and their guests. Plus, in keeping with the theme, all 10 contest winning couples will say 'I do' in Bermuda on October 10, 2010, also known as 10/10/10.

"We are very excited to expand our profile in the destination weddings market," said William Griffith, Director of Tourism for Bermuda. "Bermuda's partnership with The Knot, and our continued alliance with participating airline sponsor JetBlue Airways, will strengthen our positioning not only in the weddings and honeymoon market, but also as we compete globally as a leading tourism destination. By partnering with these two outstanding organizations, we have a great opportunity to reach a large audience in a variety of key markets."

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Bermuda's Perfect 10 Contest/2

JetBlue Airways, in particular, has stepped up in a huge way to offer a free flight for the contestants and their wedding guests.”

To apply, contestants must log onto (<http://global.theknot.com/contests/bermuda-destination-wedding>), and submit 10 reasons why they want to get married in Bermuda on 10/10/10.

Couples must also choose which wedding theme they'd like to win and upload at least one photo. The top three favorites from each wedding theme will become finalists. Submissions must be received no later than 11:59p.m. (EST) on May 23, 2010. Voting for finalists is open to visitors of TheKnot.com from June 1-15, 2010. Grand prize winners will be revealed on June 17, 2010. Participating resorts include 9 Beaches, Cambridge Beaches Resort & Spa, Coco Reef Resort, Elbow Beach Bermuda, The Fairmont Hamilton Princess, The Fairmont Southampton, Grotto Bay Beach & Tennis Club, Newstead Belmont Hills Golf Resort & Spa, The Reefs and Tucker's Point Hotel & Spa.

“According to The Knot Market Intelligence: 2009 Destination Weddings Survey, 40 percent of destination weddings take place outside of the United States,” said Shri Lidharrie, global travel director at The Knot Inc. “The Knot is committed to expanding strong partnership opportunities, and with Bermuda being such an appealing locale for destination-bound engaged couples, it was only natural for us to partner with the Bermuda Department of Tourism on the ‘Bermuda's Perfect 10’ contest.”

As part of the partnership, Bermuda and The Knot will publish a multi-page print media advertorial in *The Knot* magazine, highlighting Bermuda's many wedding experiences; publicize the contest on the top two wedding planning websites TheKnot.com and WeddingChannel.com; and utilize social media outlets, including Facebook and Twitter to provide user generated content to showcase the Bermuda experience. Additionally, couples and their guests will travel to Bermuda via a private JetBlue Airways charter flight.

“With a short two hour flight time, Bermuda is a popular vacation getaway for our customers, and we are pleased to partner with the tourism board and The Knot for this once-in-a-lifetime giveaway,” said Fiona Morrisson, director of brand management and advertising. “JetBlue offers convenient nonstop daily service from our hometown, New York, as well as Boston, where we are the #1 airline, but this special flight will be a private and unforgettable ‘Something Blue’ Experience. We look forward to welcoming the winning couples and their guests onboard!”

-more-

Bermuda's Perfect 10 Contest/3

The "Bermuda's Perfect 10" contest will play a significant role in the Bermuda Department of Tourism's 2010 business and marketing strategy to maintain a strong presence in the destination weddings and honeymoon market. Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. For contest entry rules and regulations, visit <http://global.theknot.com/contests/bermuda-destination-wedding/Rules.aspx>. For more information on Bermuda vacations, visit www.bermudatourism.com.

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About JetBlue Airways

Voted "Most Eco-Friendly Airline" by Zagat's Airline Survey in 2008 and 2009, New York-based JetBlue Airways has created a new airline category based on value, service and style. In 2009, the carrier also ranked "Highest in Customer Satisfaction Among Low-Cost Carriers in North America" by J.D. Power and Associates, a customer satisfaction recognition received for the fifth year in a row. Known for its award-winning service and free TV as much as its low fares, JetBlue is now pleased to offer customers Lots of Legroom and super-spacious Even More Legroom seats. JetBlue introduced complimentary in-flight e-mail and instant messaging services on aircraft "BetaBlue," a first among U.S. domestic airlines. JetBlue is also America's first and only airline to offer its own Customer Bill of Rights, with meaningful and specific compensation for customers inconvenienced by service disruptions within JetBlue's control. Visit www.jetblue.com/promise for details. JetBlue serves 61 cities with 600 daily flights. New service to Ronald Reagan Washington National Airport in Washington, DC and to Bradley International Airport in Hartford, CT starts in November. With JetBlue, all seats are assigned, all fares are one-way, and an overnight stay is never required. For information or reservations call 1-800-JET-BLUE (1-800-538-2583), TTY/TDD 1-800-336-5530 or visit www.jetblue.com.

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GOLFWEED MAGAZINE NAMES THREE BERMUDA COURSES AMONG WORLD'S BEST

NEW YORK, May 26, 2010 – *Golfweek* magazine recently awarded top honors to three Bermuda courses in its "2010 Best 50 Best Courses of the Caribbean & Mexico" listing, reports The Bermuda Department of Tourism. Port Royal Golf Club, a Robert Trent Jones design and home to the PGA Grand Slam Championship, and Tucker's Point Club, a dramatically re-designed championship golf course crafted by Roger Rulewich – former senior designer for Robert Trent Jones – were lauded among the region's finest. Bermuda's famous Mid Ocean Club at Tucker's Town, featuring a 1921 design by Charles Blair Macdonald and Seth Raynor, retained its second place ranking from 2009.

"We are pleased to continue to receive great recognition for our high caliber of golf," states Dr. the Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport for Bermuda. "This is a testament to our partners' continued commitment to providing exceptional golf experiences to travelers from across the globe."

Port Royal Golf Club, combining undulating terrain, lush greenery and dramatic ocean side cliffs, is open to the public and boasts one of the most difficult and beautiful par 3s in the world. The course recently experienced a \$15+ million renovation and will once again host the PGA Grand Slam Championship, October 18-20, 2010. Tucker's Point Golf Club boasts dramatic views as well as re-contoured fairways and bunkers and can be played by guests of Tucker's Point Hotel & Spa, which opened last year. The Mid Ocean Club is a private club with a championship 18-hole golf course, guest rooms, full-service clubhouse, tennis courts and beaches. The 71 par course emphasizes the long game with six par 4s over 400 yards.

Golfweek magazine's ratings were determined by a group of 550 panelists who travel across the world rating golf courses. Criteria ranged from natural setting and overall land plan to variety and memorability of each hole and quality of conditioning.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. For more information, please visit www.bermudatourism.com or call your local travel specialist.

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BERMUDA DEPARTMENT OF TOURISM'S 2010 MARKETING STRATEGY UNDERScores PROXIMITY, PINK SAND IN TWO HOURS OR LESS

NEW YORK, June 1, 2010 – The Bermuda Department of Tourism is emphasizing its close proximity along with its pink sand and beauty as part of its summer marketing strategy in North America. The strategy underscores one of the destination's key selling points -- attainable paradise in two hours or less from many major East Coast cities, including Boston, Philadelphia, New York/New Jersey and Baltimore.

"The proximity message is key to our strategy in driving visitation to Bermuda this summer," said William Griffith, Director of Tourism for Bermuda. "We're optimistic heading into June as most of our hotels are reporting near sellout through the end of July. New flight service, including the recent launch of WestJet's non-stop flights from Toronto, will help boost tourism to Bermuda from the Canadian market, while the seasonal USA3000 non-stop flights from Baltimore will help our visitation from the Baltimore and mid-Atlantic region."

The current Bermuda-branded creative advertising pieces utilized in the campaign were developed to increase awareness and drive immediate bookings from regional markets along the East Coast of the United States. They tout "Bermuda in 2 Hours or Less" with the recognizable pink Bermuda shorts icon and a picturesque image of a serene Bermudian beach. This creative includes eye-catching billboards across high volume locations throughout Boston, New York, New Jersey and Philadelphia, and will be in place through the end of October 2010 to increase awareness of Bermuda during peak season. The Bermuda Department of Tourism has also purchased bus kings, wallpaper-like ads that run half the length of the vehicle, on 75 commuter and inter-city buses in Manhattan.

In an effort to increase marketing efforts to top market consumers, The Bermuda Department of Tourism's 2010 summer media plan is supported by regional television spots, as well as regional and national newspaper and magazine ads. BDOT has also partnered with CBS Radio on a three-part ambassador program in New York City, Philadelphia and Washington, D.C., launching on June 7. The goal of the promotion is to drive immediate peak season bookings to Bermuda by immersing top radio talent in the destination while also highlighting the colorful personalities of Bermuda locals and business owners.

Phase I of the CBS Radio partnership will build buzz and excitement via on-air promotions for each ambassador's upcoming trip to Bermuda. Notable personalities such as Boomer Esiason from WFAN Sports Radio and Dan Taylor from WCBS-FM in New York, Cadillac Jack from 98.1 WOGL and 1210AM's "Big Talker" Dom Giordano in Philadelphia will join DC-based radio talents Nikki Landry representing 94.7 Fresh FM and Brian Mitchell from 106.7 The Fan to report on their Bermudian adventures for regional listeners. This second phase of the promotion will feature a series of vignettes highlighting each radio personality's trip with a call to action for listeners to book their own travel. In addition, local Bermudians will be interviewed in segments called "Meet the Bermudians." Spokespeople will include local retailers, hotel personnel, golf pros, chefs, scuba experts, fishermen and more.

A third phase of the CBS Radio promotion will involve trip recaps provided by the radio personalities once they have arrived back at the studio following their trip. A branded ambassadors' web page will be developed featuring Bermuda destination highlights, trip giveaways and a photo gallery of the Bermudians interviewed.

In Toronto, both traditional and digital media has been purchased to promote the new WestJet service to Bermuda. Traditional media includes billboards, posters and transit shelters in areas with high visibility. The digital component features video boards, Elevator News Networks and subway screens, highlighting affordable airfares and the proximity message in both English and French-Canadian.

Niche marketing is still another aspect of The Bermuda Department of Tourism's 2010 strategy through the summer season. A new partnership with Brides.com, a leading bridal website operated by Condé Nast Publications, will raise awareness of Bermuda as an idyllic location for destination weddings and honeymoons with special focus on the New York City market. The multi-layered partnership includes Bermuda as the exclusive sponsor of the Brides.com homepage for one day and the "Destination Weddings/Honeymoon" blog for one month. Bermuda advertisements will also be featured on a daily e-newsletter. A custom, dedicated email to the Brides.com database promoting Bermuda as a wedding/honeymoon destination will also be distributed. Guerrilla marketing will be folded into the Brides.com partnership when New York City's Mayor Bloomberg declares an official "Brides.com Love Day" on June 21 when a Bermuda-branded "Love Truck" will be stationed outside Manhattan's City Hall.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. For more information, please visit www.bermudatourism.com.

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BERMUDA SHOWCASES ISLAND-WIDE NEW DEVELOPMENTS IN TIME FOR SUMMER SEASON

NEW YORK, June 10, 2010 – Travelers heading to Bermuda's turquoise waters and pink sandy beaches will experience a variety of fresh starts this summer. Several resorts across the island are unveiling multi-million dollar renovations while stunning new developments make a grand entrance, including The Reefs Club, The Fairmont Hamilton Princess's Bermudiana House and Tucker's Point Hotel and Spa. The following includes details on new developments and resort renovations at properties across Bermuda.

Elbow Beach, Bermuda Completes \$5.5 million Renovation

Luxury resort Elbow Beach Bermuda has completed a multi-million dollar project. The refurbished Elbow Beach features 98 luxury cottage rooms and suites with a new range of facilities. The suites and rooms have new in-room entertainment systems, luxurious furnishings, iPod docking stations, personal espresso machines and upgraded bathroom facilities.

The resort also enhanced its public spaces, including The Library, a new recreation lounge with complimentary refreshment station; a newly renovated business center and gift shop; upgraded fitness room and new day-use suites. Additionally, its half-mile private pink sand beachfront has new sun loungers and private cabanas. Ocean-side spa therapies will be available at the new Spa Beach Pavilion starting in June. Lido, the resort's premier dining experience has a new Executive Chef, Guido Brambilla, with extensive five-star resort experience. Also, the resort's DEEP Lounge and Nightclub have been revamped and will showcase live entertainment. www.mandarinoriental.com/bermuda

The Reefs Hotel Opens The Reefs Club, new La Serena Spa and Adds Guest Experience Amenities

The Reefs Hotel has opened its new The Reefs Club, 19 elegantly appointed two-and three-bedroom, beach-front private residences. The Reefs Club is available for purchase on a fractional ownership basis and is available for guest stays. The Reefs Hotel also features the new La Serena Spa, including eight treatment rooms, a spa suite for dual services and a manicure/pedicure room with spectacular ocean views. The spa utilizes luxurious Elemis of London products.

For an added guest amenity, The Reefs now offers complimentary Flip digital video cameras for guests to utilize upon arrival. Also, as part of the renovation, The Reefs added a private wine room, which houses over 1,000 bottles of wine, in its Royston's restaurant available for private events. www.thereefs.com

Tucker's Point Hotel & Spa Celebrates its First Anniversary

Tucker's Point Hotel & Spa is celebrating its first anniversary with several new features. As the hotel enters its second year, it is partnering the acclaimed Tucker's Point Golf Club with its venerable neighbor, Mid Ocean Club, affording hotel guests the chance to play on the latter's historic course three times a week. Also, families will feel more at home with an expanded line-up of kids' activities and new villa accommodations—perfect for multi-generational travelers. The resort features 200 rolling oceanfront acres, a championship 18-hole golf course and the longest private beach on island. Tucker's Point Hotel & Spa has hosted influential guests including Queen Elizabeth II. www.tuckerspointhotelandspa.com

The Fairmont Hamilton Princess Debuts Newly Reinvented Bermudiana House

The Fairmont Hamilton Princess has introduced Bermudiana House, formerly known as the Bay Wing, featuring 113 newly designed guestrooms with the feel of a luxury home including classic designs evocative of the hotel's Victorian heritage. Marble entryways, flat screen televisions and rain-style showerheads are some of the features throughout Bermudiana House. www.fairmont.com/hamilton

The Fairmont Southampton Redesigns Guestroom, Renovates Whaler Inn and Enhances Meetings facility

The Fairmont Southampton has completed a renovation program in its guestrooms and public spaces. The guestroom renovation includes a redesign of each of its spacious bathrooms, including marble tile, vanity, fixtures and lighting. In addition, most guestrooms will feature new bedding, wall coverings and draperies. Every room in the hotel features a balcony. Flat screen televisions have also been added to the guestrooms. The hotel has additionally renovated the former Whaler Inn restaurant, transforming it into the new Ocean Club. Overlooking the hotel's private beach, the newly renovated restaurant features new décor and a new menu.

The Fairmont Southampton also enhanced its meetings facility with new draperies in The Mid Ocean Amphitheatre, renovations to the lower lobby and the purchase of more than 1,000 new banquet chairs. www.fairmont.com/southampton

Grotto Bay Beach Resort Opens Spa Cave and Waterpark

Grotto Bay Beach resort will open The Spa in Prospero's Cave in June 2010. An ode to nature, the spa allows guests to personalize their spa treatments, which are performed amongst Stalactites and Stalagmites hanging from the cave's ceiling and overlooking a crystal clear ocean-fed lake. Reputed to have been discovered by Sir. George Somers in 1609-1610, Prospero's Cave is named after the lead character in Shakespeare's *The Tempest*-- commonly thought to have been based on Sir. George Somers's shipwreck in Bermuda in 1609.

Additionally, Grotto Bay Beach Resort will open its new waterpark in June 2010, featuring waterslides, super soaker slingshots and a water trampoline. Grotto Bay Beach's waterpark components will be located in the ocean off of the resort's beach. The waterpark will add to the resort's current list of amenities, including four tennis courts, a swimming pool, Jacuzzi, exercise room, children's playground, dive shop and water sports shop. www.grottobay.com

9 Beaches to re-open in 2011

The owners of 9 Beaches have announced the resort will reopen in May 2011 after a complete upgrade to its over-water bungalows, dockside restaurant and lounge. *9 Beaches* has 61 chic cabana style units across 18 private waterfront acres on the western-most tip of Bermuda. www.9beaches.com

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diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget.

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**BERMUDA TRADES PINK SHORTS FOR RED SOX AT FIRST OF TWO 'BERMUDA NIGHTS'
AT BOSTON'S FENWAY PARK, JUNE 17**

Bermuda Department of Tourism Partners with Legendary Baseball Team and NESN

Boston, June 14, 2010 - Bermuda brings the enticement of pink sand beaches to Boston this week to celebrate '**Bermuda Night**,' taking place on June 17 at Fenway Park. '**Bermuda Night**,' the first of two taking place this summer, brings a taste of the destination to New England during the Boston Red Sox game at Fenway Park when the Sox compete against the Arizona Diamondbacks. This special promotion is an ongoing partnership between the Bermuda Department of Tourism (BDOT), Boston Red Sox and New England Sports Network (NESN).

'**Bermuda Night**' will feature a Gombey troupe welcoming Red Sox fans into the stadium, while dancing to the hypnotic beat of drums and bottle-whistles. Bermuda gift bags will be present in Fenway Park's luxury suites while two talented Bermudians fill special roles at the game: a National Anthem performance by Bermudian singer, Twanee Butterfield, as well as the ceremonial first pitch to be thrown by New England Revolution soccer standout, Khano Smith. Dr. The Hon. Ewart F. Brown, JP, MP, Premier & Minister of Tourism & Transport for Bermuda will be in attendance and will conduct an interview with NESN to be aired during NESN's broadcast. The Premier will also host representatives from JetBlue Airways and key industry influencers in Bermuda's suite at the stadium.

As part of the expanded partnership for 2010, the Boston Red Sox will host an additional '**Bermuda Night**' at Fenway Park on August 23 as they compete against the Seattle Mariners.

"We are very much looking forward to our continued partnership with the Red Sox and NESN and showing our appreciation to this ever-important tourism market," stated William Griffith, Director of Tourism for the BDOT. "The East Coast, especially New England, is a crucial market for Bermuda, with a number of non-stop flight options on JetBlue Airways and Delta Air Lines from Boston Logan International Airport."

In addition to 'Bermuda Night', BDOT will host an intimate media-exclusive luncheon on Wednesday, June 16, where Griffith will be speaking on tourism initiatives and news from Bermuda to the media. The luncheon will be held at Asana restaurant at the Mandarin Oriental, Boston.

Throughout the day on June 17, the Gombey troupe will also perform in two select, high-traffic locations in Boston. Morning commuters will have a chance to see them at Government Center downtown. At Noon, the Gombey's will perform in Copley Place Mall in the heart of the city for the lunchtime business crowd.

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BERMUDA OFFICIALS INTRODUCE TOURISM PRODUCT TO TOP BOSTON MEDIA

Bermuda Department of Tourism Unveils Island-Wide News at Boston Luncheon with Top Journalists

Boston, June 17, 2010 - Bermuda brings the enticement of pink sand beaches to Boston today to celebrate its **'Bermuda Night,'** taking place at Fenway Park tonight at 6pm (EST). Taking full advantage of their time in New England, on Wednesday, June 16, the Bermuda Department of Tourism (BDOT) hosted ten top-notch journalists representing a range of publications, including the Boston Globe, Boston Herald, Boston Common, Improper Bostonian, SmarterTravel.com, AOL Travel and more. William Griffith, Director of Tourism for BDOT, touted Bermuda's latest news, hospitable culture, new and revitalized resorts, thriving culinary scene and stressed the destination's close proximity to New England. BDOT also provided media materials and Bermuda marketing information, which was well received by journalists.

"It's tremendously important to take full advantage of our time in Boston by meeting with press so they can help spread the word on all of the exciting happenings in Bermuda," stated William Griffith, Director of Tourism for the BDOT.

'*Bermuda Night*,' the first of two taking place this summer, brings a taste of the destination to New England during Boston Red Sox games at Fenway Park. This special promotion is an ongoing partnership between the Boston Red Sox and New England Sports Network (NESN).

In preparation for the first of two '*Bermuda Nights*' in Fenway Park, the BDOT brought the island's renowned Gombey Cultural Dance Troupe to Boston to welcome Red Sox fans into the stadium. The Troupe also performed at Copley Plaza and Government Center (two high-

traffic locations in the heart of the city) entertaining commuters and introducing them to the hypnotic sounds, vibrant colors and rich history of Bermuda.

Bermuda gift bags will be present in Fenway Park's luxury suites tonight while two talented Bermudians fill special roles at the game: a National Anthem performance by Bermudian singer, Twanee Butterfield, as well as the ceremonial first pitch to be thrown by New England Revolution soccer standout, Khano Smith. Dr. The Hon. Ewart F. Brown, JP, MP, Premier & Minister of Tourism & Transport for Bermuda will be in attendance and will conduct an interview with NESN to be aired during NESN's broadcast. The Premier will also host representatives from JetBlue Airways and key industry influencers in Bermuda's suite at the stadium.

As part of the expanded partnership for 2010, the Boston Red Sox will host an additional 'Bermuda Night' at Fenway Park on August 23 as they compete against the Seattle Mariners.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end. From simple and inexpensive to elegant and special dining, Bermuda has more than 150 restaurants to fit any traveler's budget. For more information on Bermuda vacations, visit, www.bermudatourism.com.

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**NEW YORK CITY TO “FEEL THE LOVE” AS BERMUDA PARTNERS
WITH BRIDES.COM TO LAUNCH THE “LOVE TRUCK” JUNE 24-26, 2010**

NEW YORK, June 23, 2010 – New York City residents and visitors alike will have an opportunity to sample Bermuda’s hospitable culture when the Bermuda Department of Tourism (BDOT), partners with brides.com this month. BDOT will join Condé Nast’s brides.com, the go-to bridal destination site as they host a three-day New York City event with a twist -- a *Love Truck*. In celebration, Bermuda homeowner and New York City Mayor Michael Bloomberg is proclaiming June 21-27, 2010 as “brides.com’s Declare Your Love Week.”

The “Love Truck” will be positioned in three locations throughout the city from June 24-26, 2010, and invites dating, engaged, and married couples to share their stories of falling in love. On Thursday, June 24, the “Love Truck” will be located in the Times Square area on 6th Avenue between 41st and 42nd Streets, where it will display the island’s treasured assets.

“We’re excited to spread the love of Bermuda to the Big Apple and showcase the island’s many attributes,” said William Griffith, Director of Tourism for BDOT. “We will continue to strategically partner with top-tier companies such as Condé Nast in order to reach large audiences in key markets including New York City and provide consumers with valuable destination information that will attract them to visit our wonderful country.”

As part of the Brides.com “Love Truck” promotion, BDOT representatives will provide Bermuda marketing collateral and have one-on-one conversations with prospective travelers on topics ranging from Bermuda’s signature pink sands and burgeoning culinary scene to outdoor adventures, first-rate accommodations, destination culture and more.

Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination’s distinct ambiance is unparalleled elsewhere in the world. For more information on Bermuda vacations, visit www.bermudatourism.com.

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**DIFFICULT FOR MAJOR CHAMPIONS, EASY FOR VACATIONERS – PGA GRAND SLAM OF GOLF
ADDS SECOND QUALIFIER AS BERMUDA INTRODUCES NEW VACATION PROMOTION**

**U.S. Open champion Graeme McDowell to join Masters champion Phil Mickelson in Bermuda, Oct. 18 –
20; Travelers Can Receive Up to Two Free Hotel Nights During Tournament**

NEW YORK, June 25, 2010 – Graeme McDowell's win at the 2010 U.S. Open has earned him the second qualifying slot in the 28th PGA Grand Slam of Golf, set to be played in Bermuda at the prestigious Port Royal Golf Course in Southampton, October 18-20, 2010. Joining Northern Ireland's McDowell, the first European to win the U.S. Open in 40 years, is Masters title-holder Phil Mickelson. McDowell and Mickelson will be accompanied by the winners of the British Open taking place July 15-18 at the Old Course at St. Andrew's in St. Andrew's, Scotland, and the 92nd PGA Championship taking place August 12-15 at Whistling Straits in Kohler, WI. These winners of the four Major golf championships will battle for the title of "Champion of Champions" in Bermuda.

The Bermuda Department of Tourism (BDOT) has teamed up with 19 participating hotel properties to offer a program providing up to two free nights on hotel stays, based on two- to six-night bookings, during the tournament. Following suit, 13 celebrated restaurants across Bermuda are offering buy one, get one free entrée specials – all part of the Bermuda "Endless Summer" promotion, available for booking July 5 – August 31 for travel August 22 - October 31, 2010. The promotion features accommodations ranging from luxury resorts and boutique hotels to beach clubs and historic beach-front properties.

"We congratulate Graeme and know he will be up to the challenge of playing the beautiful Port Royal course," said Dr. the Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport for Bermuda. "While the tournament will be an exciting challenge for the pros, we are making it easier for our visitors to get to Bermuda with several package options that are sure to generate enthusiasm around this event."

Golfweek magazine recently honored three Bermuda courses in its "2010 Best 50 Best Courses of the Caribbean & Mexico" listing, including the Port Royal Golf Club, a Robert Trent Jones designed course.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the

year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges.

Please visit www.bermudatourism.com starting Thursday, July 1 for more information on booking an Endless Summer package and to view a full listing of participating hotels and restaurants.

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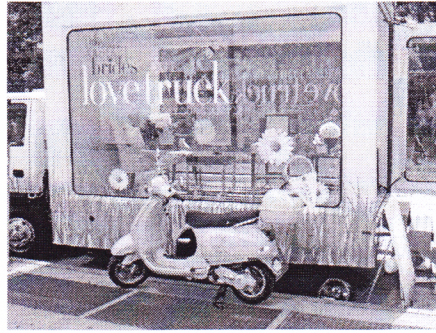
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NEW YORK CITY RESIDENTS “FEEL THE LOVE” AS BERMUDA AND BRIDES.COM LAUNCHED THE “LOVE TRUCK” ON THURSDAY, JUNE 24



NEW YORK, June 25, 2010 – Hundreds of New Yorkers and visitors alike got to “Feel the Love” for Bermuda in midtown Manhattan as the Bermuda Department of Tourism (BDOT), partnered with Condé Nast’s brides.com on Thursday, June 24 as part of a mobile “*Love Truck*” celebration. In honor of the occasion, Bermuda homeowner and New York City Mayor Michael Bloomberg proclaimed June 21-27, 2010 as

“brides.com’s Declare Your Love Week.”

Passersby stopped to record and share their stories of falling in love on video inside the eye-catching *Love Truck*, which was stationed across from Bryant Park on 6th Ave between 41st and 42nd Streets. While there, they sampled Bermuda’s unique island culture and signed-up for the chance to win a four-night vacation to the island’s Tuckers Point Hotel and Spa. In addition, visitors to the *Love Truck* were provided with information touting the island’s signature pink sand beaches and world-class golfing while posing for pictures in front of one of Bermuda’s signature Pink motor scooters.

“There is no better place to fall in love, marry, honeymoon or simply reconnect than Bermuda,” said William Griffith, Director of Tourism for BDOT. “We want everyone to know that Bermuda is the ultimate destination in which to Feel the Love and this was a great way to partner with a major company such as Condé Nast and help spread that message.”

Just a two-hour flight from multiple major east coast cities, Bermuda is an accessible escape offering endless outdoor activities, thriving culture, signature pink sand beaches and an array of dining options. The destination's distinct ambiance is unparalleled elsewhere in the world. **For downloadable images, please contact Lou Hammond & Associates at (212) 308-8880.** For more information on Bermuda vacations, visit www.bermudatourism.com.

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TRAVELERS "FEEL THE LOVE" WITH BERMUDA'S ENDLESS SUMMER PROMOTION

New Island-Wide Promotion Offers Guests Free Night Stays at Participating Resorts and Restaurants

NEW YORK, June 30, 2010 – Bermuda's 2010 **Endless Summer Promotion** will take summer savings right into the fall, featuring a destination-wide program offering up to two free nights on hotel stays, based on two- to six-night bookings. Following suit, celebrated restaurants across Bermuda are offering buy one, get one free entrée specials, giving travelers the perfect excuse to extend their Bermuda vacations this season.

The Bermuda Department of Tourism teamed up with 18 participating hotel properties and 13 restaurants for this exclusive promotion, available for booking July 5 – September 30 for travel August 22 - October 31, 2010. Accommodations range from luxury resorts and boutique hotels to beach clubs and historic beach-front properties. Hotel specials for Bermuda's Endless Summer Promotion include the following:

Buy Two Nights and Receive Third Night Free

Fairmont Hamilton Princess
Fairmont Southampton
Grotto Bay Beach Resort and Tennis Club

Buy Three Nights and Receive Fourth Night Free

Cambridge Beaches Resort and Spa
The Clearview Suites
Granaway Guest House and Cottage
Greenbank
Rosedon
St. George's Club
Surf Side Beach Club Hotel
Tucker's Point Hotel and Spa
Willowbank Resort and Hotel

Buy Four Nights and Receive Fifth Night Free

Elbow Beach, Bermuda
Newstead Belmont Hills Golf Resort and Spa
The Reefs
Royal Palms Hotel
Granaway Guest House and Cottage
Greenbank

Buy Five Nights and Receive Sixth and Seventh Nights Free

St. George's Club

Buy Five Nights and Receive 50 Percent Off the Sixth Night, Seventh Night Free

Rosemont Guest Suites

Buy Six Nights and Receive Seventh Night Free

Pompano Beach Club

Rates for accommodations range from approximately \$175 - \$695 per night and are subject to availability. Please visit www.bermudatourism.com starting Thursday, July 1 for more information on booking an Endless Summer package and view a full listing of participating restaurants, or call your local travel specialist.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

*Seasonal surcharges, blackout dates and other restrictions may apply. The offer must be requested at the time of booking the hotel. Rates are subject to taxes, gratuities and resort fees. Rates, based on single and double occupancy, are and may vary according to date of departure, number of persons, room type, and meal plans.

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BERMUDA BEACH TENNIS JOINS FORCES WITH ITF TO BRING CHAMPIONSHIP BEACH TENNIS TO ITS PINK SANDS, AUGUST 27-29, 2010

NEW YORK, July 7, 2010 – For the first year, the Bermuda Department of Tourism (BDOT) has partnered with Bermuda Beach Tennis (sanctioned by the Bermuda Lawn Tennis Association), to bring championship beach tennis to Bermuda's pink sands.

The 3rd Annual Bermuda Beach Tennis Tournament, now part of the International Tennis Federation's rapidly growing ITF Beach Tennis Tour, will take place at Horseshoe Bay Beach located in Southampton, Bermuda, from August 27-29. The star-studded matches will feature men's and women's pro-beach tennis players, including the number one ranked team of Alex Mingozi & Matteo Marighella on the men's circuit and Federica Bacchetta for women's.

"Beach tennis is a burgeoning sport around the world and is a great complement to our top-tier lawn tennis programs," said William Griffith, Director of Tourism for BDOT. "Bermuda is immersed in the sports tourism industry, which has proven to be a promising sector for the island. We'll continue to pair with leading tennis industry partners such as ITF and Beach Tennis USA, to host key events such as this to support the interests of today's travelers."

The Fairmont Southampton is the event's host hotel and is offering rates starting at \$99.50 per person, based on double occupancy. *ITF Beach Tennis* is designed as a pro and recreational sport. The event will offer all of the amenities of a beach vacation with the addition of world-class beach tennis and socializing with beach tennis enthusiasts from around the world.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

For more information on the tournament, visit www.beachtennisbermuda.com. For Bermuda travel information, visit www.bermudatourism.com.

*Seasonal surcharges, blackout dates and other restrictions may apply. The offer must be requested at the time of booking the hotel. Rates are subject to taxes, gratuities and resort fees. Rates, based on single and double occupancy, are and may vary according to date of departure, number of persons, room type, and meal plans.

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About The International Tennis Federation (ITF)

The International Tennis Federation is the world governing body of tennis, including beach tennis, and is responsible for the rules of both sports and maintaining the integrity of tennis. In addition to its administrative role, the ITF is the owner and international rights holder of the two largest annual international team competitions in sport, Davis Cup by BNP Paribas and Fed Cup by BNP Paribas. The ITF also organizes the Olympic Tennis Event on behalf of the IOC. Through its Technical Department, the ITF closely monitors both equipment and technology, while its Officiating Department oversees the education and advancement of officials worldwide. The ITF organizes over 900 weeks of men's and women's professional tournaments on the ITF Pro Circuit and coordinates the rapidly growing ITF Beach Tennis Tour. Through its Tennis Development Department that oversees the development of tennis worldwide, the ITF manages the ITF Junior Circuit and Team Competitions for elite juniors as well as international tennis events and programs for wheelchair and senior players. The ITF also manages the Tennis Anti-Doping Program on behalf of the sport and is a partner in the Tennis Integrity Unit.

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TWO TO TANGO: BERMUDA PAIRS WITH SALSA MANIA PRODUCTIONS TO HOST ITS FIRST ARGENTINE TANGO FESTIVAL

NEW YORK, July 19, 2010 – Emotions will run wild as tango enthusiasts and beginners alike feel the passion of the tango dance on Bermuda's pink sands during the first-ever Bermuda Argentine Tango Festival. The Bermuda Department of Tourism (BDOT) has partnered with SalsaMania Productions to hold this three-night event, from September 2-5, 2010, in celebration of the dance.

The festival will take place at the Fairmont Hamilton Princess and will feature master Argentinean Tango instructors during a weekend filled with intense dance instruction, electrifying tango performances and nightly milongas (group gatherings for tango dancing).

Argentine Tango has grown in popularity with shows such as ABC's *Dancing with the Stars*, which frequently showcases tango routines during the celebrity-based show, and film classics including Sally Potter's *The Tango Lesson*, Carlos Saura's *Tango* and Robert Duval's *Assassination Tango*.

"The tango is one of the most popular dances in the world and is performed among a rising number of Bermudians," said William Griffith, Director of Tourism for BDOT. "By attracting master instructors to participate in the festival, we're expecting a vast number of participants from around the globe. We'll also use this festival as a model when holding future niche market events as we continue to assess the interests of today's travelers."

Bermuda's Argentine Tango Festival will feature 12 multi-level workshops ranging from beginner to advanced. The master instructors include Miriam Larici, Leonardo Barrioneuvo, Marisa Quiroga, Eduardo Saucedo and Angel F. Coria. The festival was conceptualized by Boston-based entrepreneur Leslie Shane, who paired with local Bermudian producers SalsaMania Productions to execute this one-of-a-kind event.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. Bermuda's accommodations range from luxury resorts to intimate guest cottages and family-run inns, all incorporating the sophistication and hospitality unique to the Bermuda experience. The island includes more than 150 restaurants to fit any traveler's budget, from simple and inexpensive to elegant and special dining. Bermuda's diverse activities offer an array of

vacation options all year round, including more wreck dives than anywhere else in the world, championship golf, horseback riding, world-renowned deep sea fishing and smooth pink beaches to rest on by day's end.

For more information on the festival, visit www.bermudasalsa.com. For Bermuda travel information, visit www.bermudatourism.com.

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BERMUDA TEES UP SAVINGS FOR VISITORS TO EXPERIENCE PGA GRAND SLAM OF GOLF

Travelers Can Receive Up to Two Free Hotel Nights During Tournament to See Masters Champion Phil Mickelson, U.S. Open Winner Graeme McDowell, Open Championship Winner Louis Oosthuizen and Upcoming PGA Championship Winner in Bermuda, Oct. 18 – 20

HAMILTON, BERMUDA, July 20, 2010 – Visitors to Bermuda can enjoy up to two free nights on hotel stays when booking a trip to watch the “Champion of Champions” be crowned at the 28th PGA Grand Slam of Golf, set to be played on the island at the prestigious Port Royal Golf Course in Southampton, October 18-20, 2010.

The Bermuda Department of Tourism (BDOT) has teamed up with 18 participating hotel properties to offer a program providing up to two free nights on hotel stays, based on two- to six-night bookings, during the tournament. Following suit, 13 celebrated restaurants across Bermuda are offering buy one, get one free entrée specials – all part of the Bermuda “Endless Summer” promotion, available for booking now through August 31. The promotion features accommodations ranging from luxury resorts and boutique hotels to beach clubs and historic beach-front properties.

South Africa’s Louis Oosthuizen became the surprise third qualifier for the PGA Grand Slam of Golf with his stunning victory at the Open Championship on July 18 on the Old Course at St. Andrew’s in St. Andrew’s, Scotland. He joins 2010 Masters title-holder Phil Mickelson of the United States and Northern Ireland’s Graeme McDowell, winner of the 2010 U.S. Open. The winner of the 92nd PGA Championship, taking place August 12-15 at Whistling Straits in Kohler, WI, will round out the field of four – each of them winners of the four major golf championships.

“While this may be the hardest tournament for a player to qualify, we’re making it easy for visitors to come down and see the best of the best play up close in a spectacular setting,” said Dr. the Hon. Ewart F. Brown, JP, MP, Premier and Minister of Tourism and Transport for Bermuda. “For a golf lover, this is really a dream trip and we’re excited about the players who have qualified. It’s an eclectic field and each player has a great story accompanying their qualification.”

Please visit www.bermudatourism.com for more information on booking an Endless Summer package and to view a full listing of participating hotels and restaurants. A limited amount of tickets are available to witness golf's major champions compete for the title Champion of Champions. To pre-register for tickets, visit www.PGA.com or www.pgagrandslamofgolf.com or call 800-PGA-GOLF (800-742-4653) or (561) 624-7601.

Bermuda, just under two hours from East Coast gateway cities, stretches for 21 miles along turquoise waters and is surrounded by a 200-square-mile coral reef plateau. The island has more golf courses per square mile than anywhere in the world and the pleasant climate allows for a round of play any month of the year, no matter the season. Each of its breathtaking courses features a blend of turquoise ocean views, rolling hills and humbling challenges. *Golfweek* magazine recently honored three Bermuda courses in its "2010 Best 50 Best Courses of the Caribbean & Mexico" listing, including the Port Royal Golf Club, a Robert Trent Jones designed course.

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